

# Luxury 2020 Exhibitor Timeline

## TRAVEL & TEAM PLANNING

- **Book Hotel & Travel Arrangements—*Hotel Cancellation Deadline: Friday, May 22<sup>th</sup>***  
We encourage you to make your hotel reservation as early as possible to ensure the best selection of hotel preference, as rooms are available on a first-come, first-served basis and will fill up quickly. [Reserve your room here »](#)
- **Make Reservations for Dine-Out**  
A Luxury guest favorite, enjoy dinner out with industry friends and colleagues at your favorite restaurants in the Venetian and Palazzo. With our new venue comes new dining experiences! [Make your reservation here »](#)
- **Register & Order Staff Badges—*Ongoing***  
Make sure your staff is registered for their show badges to save time onsite. Log in to the [Exhibitor Dashboard](#) to complete your staff's registration. You may also purchase additional badges through the Exhibitor Dashboard on the "Company Account" page.

## PRE-SHOW MARKETING ACTION ITEMS

- **Update Your Listing in the Exhibitor Dashboard—*Update by February 26<sup>th</sup>***  
Ensure great exposure and generate more pre-show leads by completing [your company listing](#). Your company listing's description will be used in the Luxury Product Guide (**deadline—Friday, March 13**) and the JCK Show Guide (**deadline—Wednesday, February 26**).
- **Luxury Product Guide Submissions Deadline—*Submit by March 13<sup>th</sup>***  
Submit your product images to be featured in the printed Luxury Product Guide which will be sent to pre-registered retailers and distributed at the show. [View the submission instructions here »](#)
- **Review Your Media Opportunities—*Ongoing***  
Your booth space is just the beginning of the investment you made with us! [Check out these media opportunities](#) that we've created to maximize your exposure with us.
- **Refer a Retailer—*Ongoing***  
As a valued member of our exhibiting community we invite you to recommend your top retailers to Luxury 2020. Nominated retailers must be new to Luxury or have not attended Luxury in the past 3 years.
- **New Product Launch—*Submit by April 20<sup>th</sup>***  
[Submit your NEW product image](#) (one (1) image with up to three (3) products; one (1) submission per brand). This lookbook will make it easier for retailers to find your new products and new lines and aid them in the search to find all that is new and different and you in the promotion of your newest products.
- **Retailer Profile Book Distribution—*First Distribution: Week of March 16<sup>th</sup>***  
Make plans ahead of time with the buyers that you want to do business with by perusing our custom Luxury Retailer Profile Book that will arrive in your inbox prior to the show and updated as registrations come in.
- **Retailer List—*First Distribution: Week of March 16<sup>th</sup>***  
Receive an electronic list of this year's attending Luxury retailers for appointment setting purposes. As more retailers register, we will continue to add to the list and distribute 4 times leading up to the show!

## ONSITE BOOTH LOGISTICS

- **Review Exhibitor Manual—*Ongoing***  
The [Exhibitor Manual](#) offers a complete A-Z guide to everything you need for the Show including electrical, internet, catering, shipping info & more!
- **Finalize Booth Layout and Order Furnishings—*Place orders by May 10<sup>th</sup> for a discounted rate***  
Be aware of the final date to finalize your booth layout with Freeman. In addition, order items like tables, chairs and carpeting at a discounted rate through Freeman. Review your options and ordering information for booth furnishings & accessories in the [Exhibitor Manual](#).
- **Order Booth Electric—*Place orders by May 10<sup>th</sup> to receive a discounted rate***  
View more information on ordering booth electric in the [Exhibitor Manual](#). View the [Electrical Cheat Sheet](#) for additional information.
- **Order Kosher Meals—*To Be Determined***  
Luxury is pleased to provide Kosher Dinner and Shabbat Meal options throughout the length of the show. Meals will be offered by reservation or on a first-come, first served basis. *Details Coming Soon.*
- **Order Luxury In-Salon Safe Rentals—*Place orders by April 17<sup>th</sup> to receive a discounted rate***  
The rental of an optional in-salon safe is an alternative to using the vault which many exhibitors have already requested to make their exhibiting experience even more convenient. [Order In-Salon safe here »](#)
- **Place Telecommunications Orders—*Place orders by May 10<sup>th</sup> to receive a discounted rate***  
There will be Wi-Fi available for light business use only. The Wi-Fi does not replace a hardline internet connection. If you need more support, make sure to order a hardline internet connection for your booth via the [Exhibitor Manual](#).
- **Shipping—*Ship to Warehouse: April 30<sup>th</sup> - May 22<sup>th</sup>*  
*Ship Directly Onsite: Not before May 27<sup>th</sup>***  
To see what the shipping addresses and dates are for the show and to access shipping labels, [click here »](#)

Contact Your Customer Success Manager  
with any questions or if you need assistance!

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